



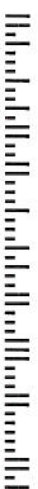
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 689 OAKLAND, CA

POSTAGE WILL BE PAID BY ADDRESSEE

METROPOLITAN TRANSPORTATION COMMISSION
ATTN: FREEWAY SERVICE PATROL
101 8th STREET
OAKLAND CA 94607-4700



Clear the Way Public Information Campaign Summary/Statistics

Signs

- 15 signs installed along I-880 at pre-designated locations and unveiled on July 30, 2008



Press Event

- Clear the Way (CTW) press event held on Wednesday, July 30, 2008 at the Oakland Coliseum in the North parking lot closest to I-880. Speakers included Assistant Chief John Lopey of GGD CHP, Caltrans Deputy District Director Sean Nozzari, and MTC Chair Bill Dodd. A FSP Tow Truck, a Caltrans Tow Truck, several CHP patrol cars, and a CHP motor officer were present for this event.

Informational Brochures & Motorist Surveys

- CTW informational brochures and motorist surveys distributed by FSP drivers to motorists along the I-880 corridor
- CTW informational brochures also distributed at local public transportation fairs
- CTW online motorist survey accessible via 511.org and www.fsp-bayarea.org
- Working with AAA, DMV, and other appropriate agencies for future distribution

Radio Spots

- Aired on popular Bay Area English, Spanish, and Mandarin/Cantonese radio networks: 35 – 40 total stations
- 10- and 30-second radio spots aired during the following time periods (4 weeks total):
 - Weekday AM/PM commute hours from 8/18/08 – 8/24/08: 339 total radio spots
 - Weekday AM/PM commute hours from 10/6/08 – 10/26/08: 1,068 total radio spots
- All 1,407 radio spots directed the public to visit 511.org for more information

Website/Landing Page

- CTW website/landing page created on 8/18/08 to coincide with the radio spots and hosted on 511.org throughout the entire demonstration period
 - 8/18/08 – 8/24/08: 211 total hits, 204 total visitors, 30 Avg. hits per day
 - 10/6/08 – 10/26/08: 440 total hits, 418 total visitors, 20 Avg. hits per day

Freeway Changeable Message Signs

- CTW message displayed on 21 Bay Area Fwy CMS during the following time periods:
 - Oct. 14 - 16 from 10 a.m. to 3 p.m.
 - Oct. 21 - 23 from 10 a.m. to 3 p.m.
- The message posted on the CMSs was:
Fender-bender?
"Clear the Way"
Visit 511.org

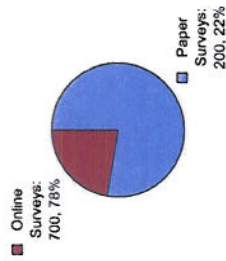
511 Phone System

- CTW message posted on the 511 phone floodgate system during the same time periods the Fwy CMS message was displayed:
 - Oct. 14 - 16 from 10 a.m. to 3 p.m.: 8,959 total 511 calls, Avg. increase of 8%
 - Oct. 21 - 23 from 10 a.m. to 3 p.m.: 10,674* total 511 calls, Avg. increase of 52%*
**Numbers reflective of increased call volume on 10/22/08 due to the full Fwy closure on I-880. If 10/22 data is excluded, avg. increase is 3%.*
- The script posted on the 511 floodgate was:
"Did you know you should Clear the Way during non-injury accidents? Find out more at 511.org."

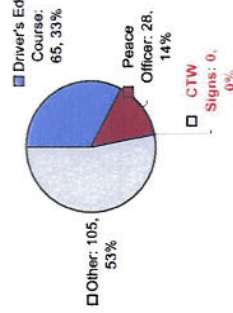
Future Evaluation

- CTW motorist survey push on 511.org in Jan. 2009 to increase public response and enable thorough evaluation of the overall effectiveness of the signs and the public info campaign (including assessing change in motorist behavior and public awareness of the statewide law)

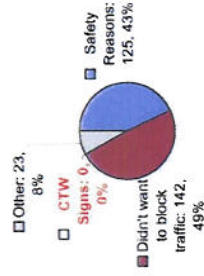
CTW Survey Response



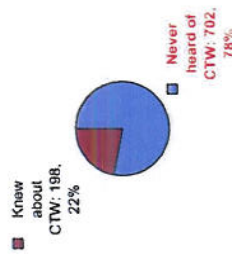
Source of Information for CTW Law



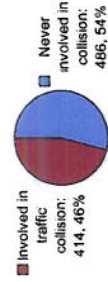
Reasons Why Motorists Moved Their Vehicle



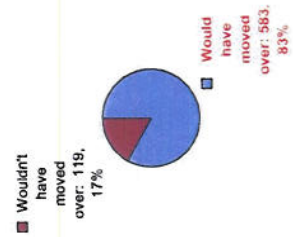
Knowledge of CTW Law



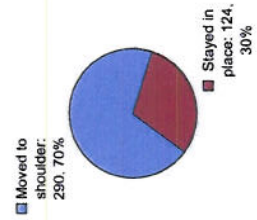
Percentage of Motorists Involved in Traffic Collisions



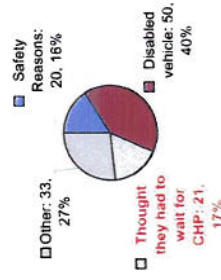
Percentage of Motorists that Would've Moved Over



Percentage of Motorists that Moved Their Vehicle Prior to CHP/FSP Arrival




Reasons Why Motorists Didn't Move Their Vehicle



Bay Area Clear the Way Campaign on I-880

Baseline Statistics - 12 Months

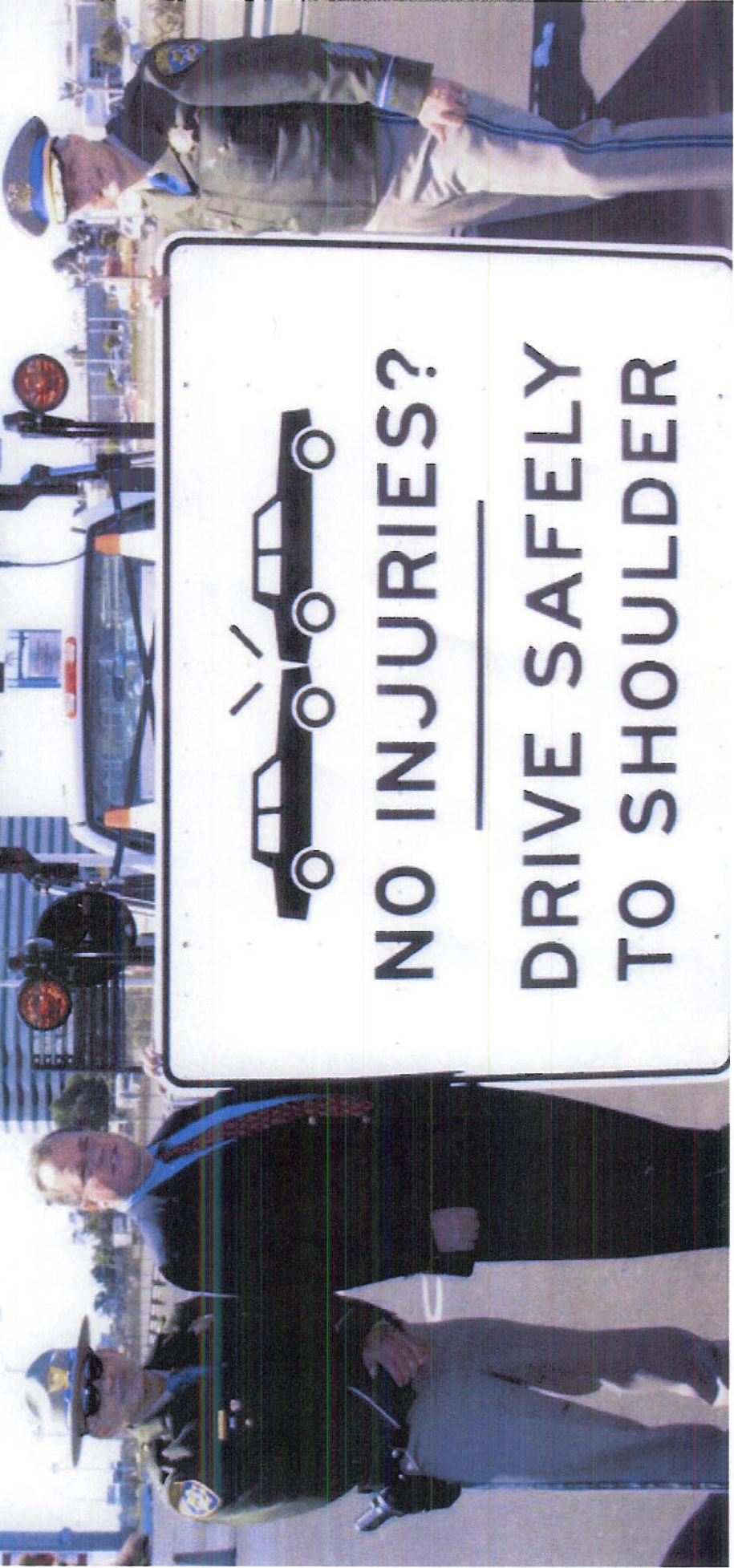
11/15/2009



NO INJURIES?

**DRIVE SAFELY
TO SHOULDER**

**CHER
CHER
CHER**





MY 511 >

TRANSIT >

TRAFFIC >

RIDESHARE >

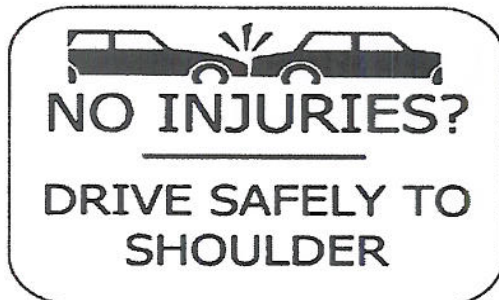
BICYCLING >

511 INFO >

LINKS >



I-880 Demonstration Project "Clear the Way" Campaign



Goals and Objectives

The goals and objectives of the sign demonstration are to:

- Educate motorists on the "Clear the Way" law;
- Decrease the number of secondary collisions caused by reduced speeds resulting from traffic impediments and rubberneckers;
- Reduce delay and loss of productivity caused by minor incidents; and
- Improve operational efficiency and mobility within a major trade corridor.

Take the Motorist Survey

A "Clear the Way" motorist survey has been developed to evaluate the potential impacts of the signs and the effectiveness of the overall campaign. In addition to being distributed by the FSP tow operators to motorists involved in minor non-injury traffic collisions along the I-880 corridor, you can also complete the survey by visiting www.fsp-bayarea.org.

The results of this demonstration project and its impacts on motorist behavior will be analyzed to assess the potential for statewide deployment of the signs and implementation of the "Clear the Way" campaign.

Background

On September 16, 1999, Senate Bill 681 amended Sections 20002 and 23113 of the California Vehicle Code. This amendment allowed motorists involved in a traffic collision resulting in minor property damage to move their vehicles off the main lanes of the highway to a safe location in the immediate vicinity of the accident.

Prior to SB 681, motorists involved in traffic accidents were required by law to "immediately stop" at the scene of the incident to exchange license and vehicle registration information. Failure to comply was punishable as a misdemeanor.

Five years following the enactment of the revised law, there continues to be minimal, if any, public knowledge of the new provision. The installation of "Clear the Way" regulatory traffic signs is proposed as a method to enhance motorists' awareness of this law.

Project Overview

The Metropolitan Transportation Commission (MTC), in partnership with the California Highway Patrol (CHP) Golden Gate Division and Caltrans District 4, are conducting a signage demonstration project along the I-880 corridor to increase public awareness of the "Clear the Way" law.

"Clear the Way" signs will be deployed in 15 locations along the corridor. The length of the study area extends 20 miles from 7th Street/West Grand in the City of Oakland to Industrial Parkway in the City of Hayward.

Please do your part: If you're ever involved in a non-injury accident, be sure to pull off to the side of the road and clear the way to help keep traffic moving. It will make freeway travel safe for you, safe for others and it's the law.

If you have any questions about the "Clear the Way" Campaign on I-880, please contact Danielle Stanislaus at 510.817.5737 or email dstanislaus@mtc.ca.gov.

En Español | 繁體 | Language Disclaimer | General Disclaimer

511 Home | Transit | Traffic | Rideshare | Bicycling | 511 Info | Links

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About MTC | Accessibility | Privacy

Report for MTC 511 Portal (specific page report)

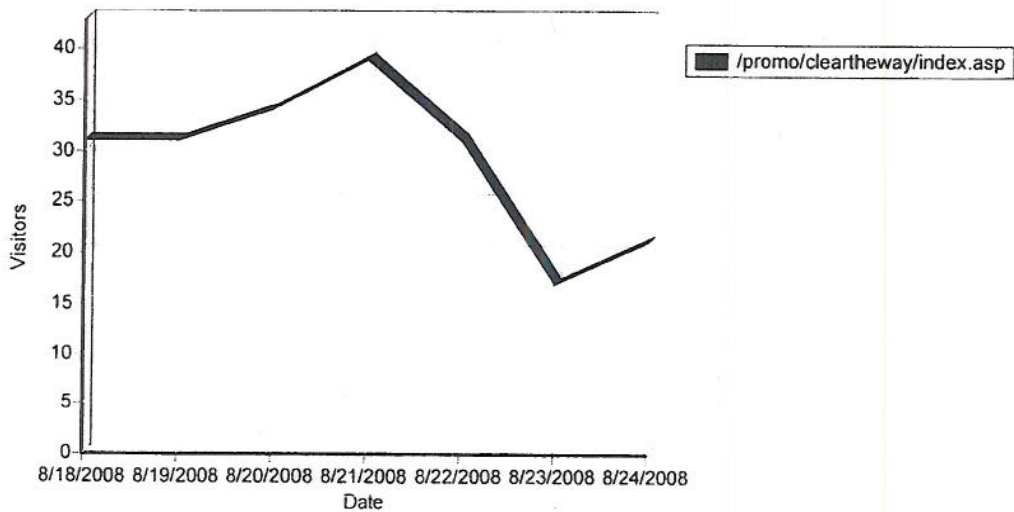
Time range: 8/18/2008 00:00:20 - 8/24/2008 23:59:59

Generated on Wed Nov 12, 2008 - 17:21:10

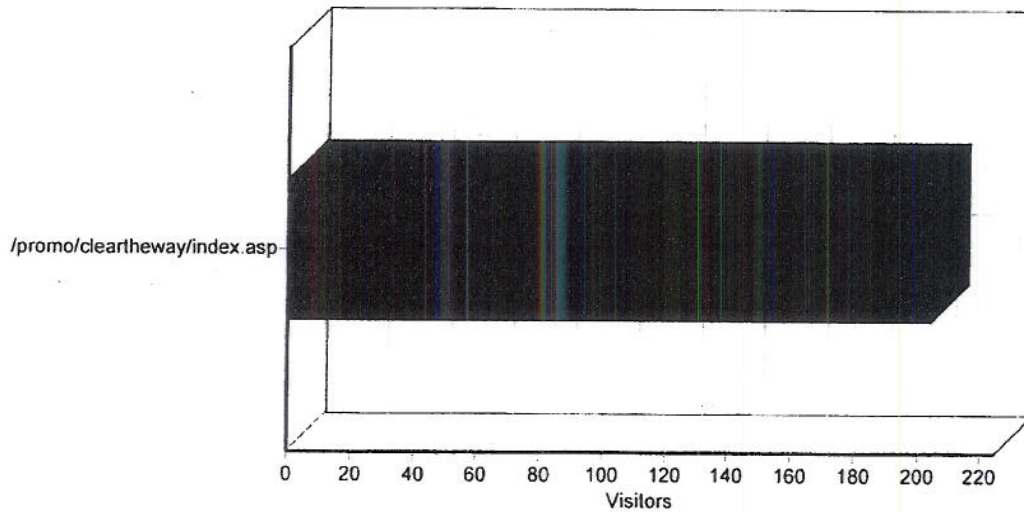
Tracked Files

Summary

Daily Tracked File Access



Most Popular Tracked Files



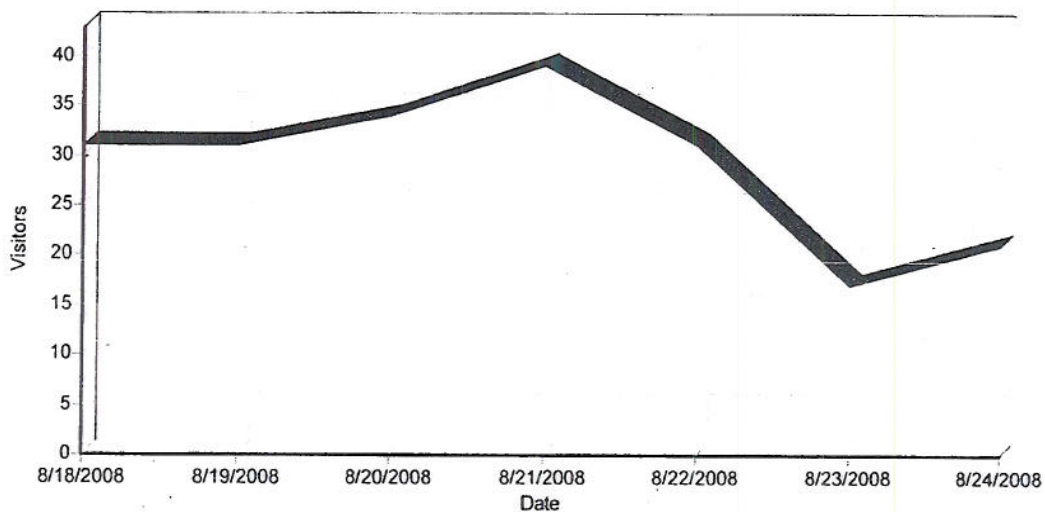
Most Popular Tracked Files

	File	Hits	Incomplete Requests	Visitors	Bandwidth(KB)
1	http://www.511.org/promo/cleartheway/index.asp	211	0	204	3,273
	Total	211	0	N/A	3,273

General Statistics for /promo/cleartheway/index.asp

Hits	
Hits	211
Average Hits per Day	30
Average Hits per Visitor	1.03
Incomplete Requests	0
Visitors	
Visitors	204
Average Visitors per Day	29
Bandwidth	
Bandwidth	3.20 MB
Average Bandwidth per Day	467.59 KB

Daily Activity for /promo/cleartheway/index.asp



Daily Activity for /promo/cleartheway/index.asp

Date	Hits	Incomplete Requests	Visitors	Bandwidth (KB)
Mon 8/18/2008	31	0	31	485
Tue 8/19/2008	31	0	31	485
Wed 8/20/2008	34	0	34	532
Thu 8/21/2008	43	0	39	657
Fri 8/22/2008	31	0	31	485
Sat 8/23/2008	19	0	17	282
Sun 8/24/2008	22	0	21	344
Total	211	0	204	3,273

Referrers of /promo/cleartheway/index.asp

	URL	Visitors
1	http://511.org/	68
2	No Referrer	67
3	http://www.511.org/	66
4	http://www.511.org	2

5	http://www.511.org/default.asp	1
	Total	204

Referrers of Visitors Who Accessed /promo/cleartheway/index.asp

	URL	Visitors
1	No Referrer	172
2	http://511.org/	6
3	http://search.yahoo.com/search?p=511.org&fr=yfp-t-501&toggle=1&cop=mss&ei=UTF-8	2
4	http://www.google.com/search?hl=en&q=511&btnG=Google Search	2
5	http://www.sfgate.com/traffic/	2
6	http://www.google.com/search?client=safari&rls=en&q=511&ie=UTF-8&oe=UTF-8	1
7	http://www.sparetheair.org/	1
8	http://www.flysfo.com/web/page/tofrom/	1
9	http://www.bart.gov/guide/latenight.aspx	1
10	http://www.google.com/search?q=san francisco 511&sourceid=navclient-ff&ie=UTF-8&rls=GGGL,GGGL:2006-17,GGGL:en	1
11	http://www.mtc.ca.gov/	1
12	http://www.onlyinsanfrancisco.com/	1
13	http://www.google.com/search?source=ig&hl=en&rlz=1G1GGLO_ENUS287&q=511.org	1
14	http://www.google.com/search?source=ig&hl=en&rlz=1G1GGLO_ENUS289&q=511.org	1
15	http://search.yahoo.com/search?p=511&fr=yfp-t-501&toggle=1&cop=mss&ei=UTF-8	1
16	http://traffic.511.org/default.asp?refresh=5	1
17	http://search.yahoo.com/search;_ylt=AqSbtJxDbB3OGICTjJyGcRWmN3wV?p=511.org&fr=att-portal&toggle=1&cop=&ei=UTF-8	1
18	http://bicycling.511.org/btwd08.htm	1
19	http://search.yahoo.com/search;_ylt=AjrplfNBPlcXFWZnFbLWLV2mN3wV?p=511.org&fr=att-portal&toggle=1&cop=&ei=UTF-8	1
20	http://transit.511.org/abouttransit.aspx	1
21	http://us.mg2.mail.yahoo.com/dc/launch?.rand=asesko2p1vm6v	1
22	http://www.18th-tofe.com/travel.html	1
23	http://tripplanner.transit.511.org/mtc/XSLT_TRIP_REQUEST2?	1
24	http://transit.511.org/accessible/	1
25	http://transit.511.org/schedules/index.aspx	1
	Total	204

Report for MTC 511 Portal (specific page report)

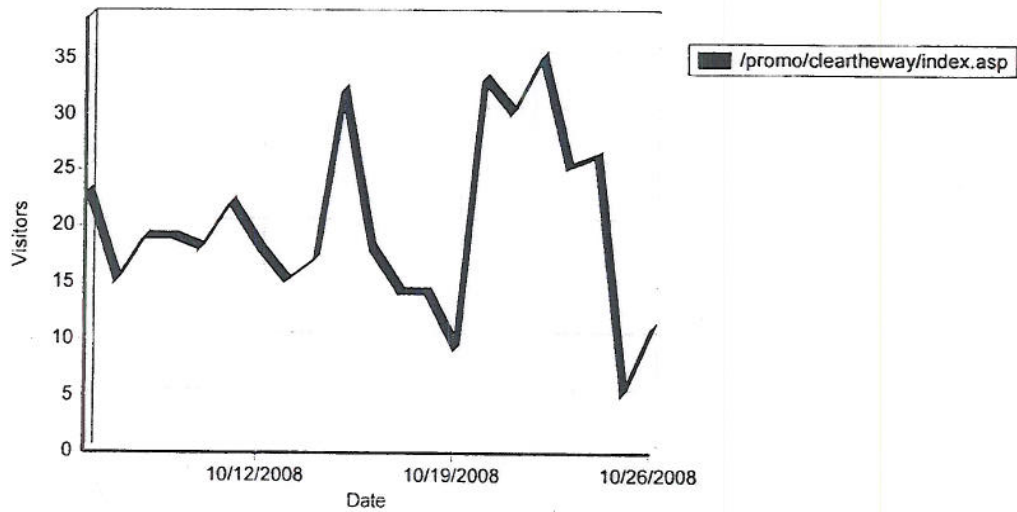
Time range: 10/6/2008 00:00:03 - 10/26/2008 23:59:58

Generated on Wed Nov 12, 2008 - 17:52:38

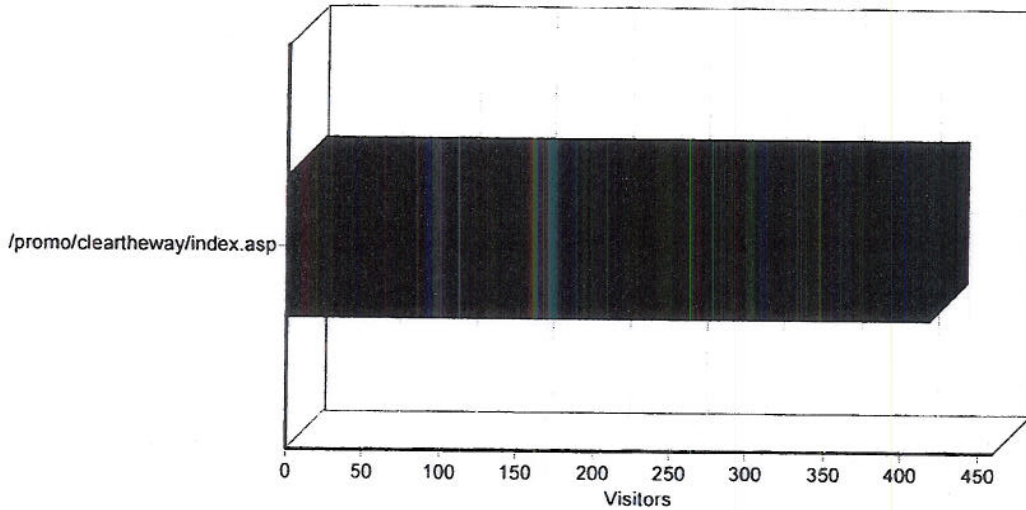
Tracked Files

Summary

Daily Tracked File Access



Most Popular Tracked Files



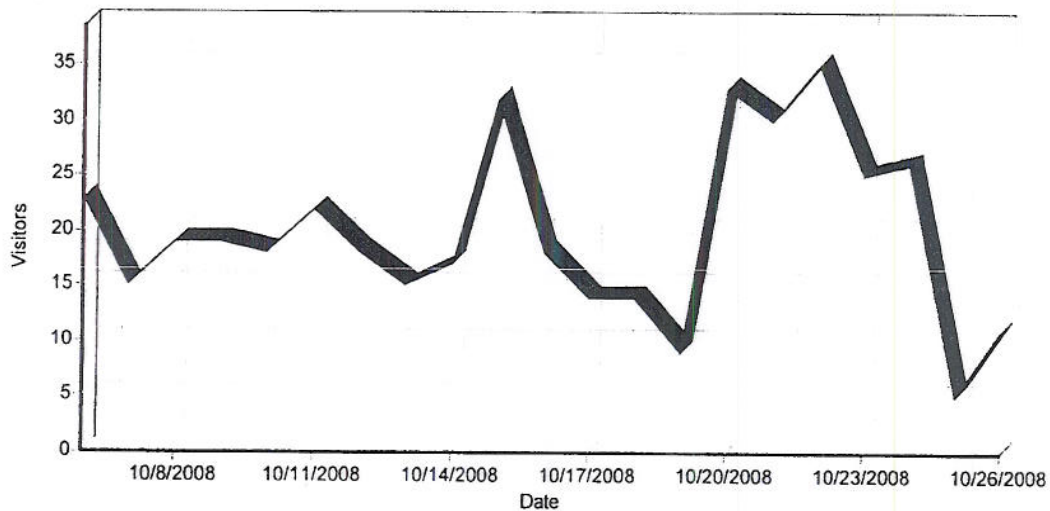
Most Popular Tracked Files

	File	Hits	Incomplete Requests	Visitors	Bandwidth (KB)
1	http://www.511.org/promo/cleartheway/index.asp	440	0	418	6,631
	Total	440	0	N/A	6,631

General Statistics for /promo/cleartheway/index.asp

Hits	
Hits	440
Average Hits per Day	20
Average Hits per Visitor	1.05
Incomplete Requests	0
Visitors	
Visitors	418
Average Visitors per Day	19
Bandwidth	
Bandwidth	6.48 MB
Average Bandwidth per Day	315.80 KB

Daily Activity for /promo/cleartheway/index.asp



Daily Activity for /promo/cleartheway/index.asp

Date	Hits	Incomplete Requests	Visitors	Bandwidth (KB)
Mon 10/6/2008	29	0	23	390
Tue 10/7/2008	18	0	15	250
Wed 10/8/2008	19	0	19	296
Thu 10/9/2008	22	0	19	343
Fri 10/10/2008	20	0	18	296
Sat 10/11/2008	22	0	22	343
Sun 10/12/2008	18	0	18	265
Mon 10/13/2008	15	0	15	234
Tue 10/14/2008	17	0	17	249
Wed 10/15/2008	32	0	32	468
Thu 10/16/2008	18	0	18	280
Fri 10/17/2008	16	0	14	249
Sat 10/18/2008	14	0	14	218
Sun 10/19/2008	9	0	9	140
Mon 10/20/2008	35	0	33	530
Tue 10/21/2008	30	0	30	452

Wed 10/22/2008	37	0	35	561
Thu 10/23/2008	25	0	25	389
Fri 10/24/2008	28	0	26	436
Sat 10/25/2008	5	0	5	78
Sun 10/26/2008	11	0	11	156
Total	440	0	418	6,631

Referrers of /promo/cleartheway/index.asp

	URL	Visitors
1	No Referrer	195
2	http://511.org/	110
3	http://www.511.org/	98
4	http://www.my511.org/My511Home.aspx	3
5	http://www.my511.org/my511home.aspx	3
6	http://www.511.org	3
7	http://www.google.com/search?hl=en&q=accident clear the way&btnG=Search	1
8	http://511portalstaging.lan.511.org/	1
9	http://511.org/promo/cleartheway/index.asp	1
10	http://search.msn.com/results.aspx?q=California Clear the Way&FORM=MSNH11	1
11	http://www.511.org/default.asp	1
12	http://www.askpeter.info/gosearch.php?pt1=1&pt3=1&pt4=0&pt6=0&pt7=all&pt8=0&pt9=0&q=	1
	Total	418

Referrers of Visitors Who Accessed /promo/cleartheway/index.asp

	URL	Visitors
1	No Referrer	352
2	http://511.org/	13
3	http://www.my511.org/My511Home.aspx	3
4	http://www.my511.org/my511home.aspx	3
5	http://search.yahoo.com/search?p=511.org&fr=yfp-l-501&toggle=1&cop=mss&ei=UTF-8	2
6	http://www.google.com/search?hl=en&q=511.org&aq=f&oq=	2
7	http://tripplanner.transit.511.org/mtc/XSLT_TRIP_REQUEST2?language=en	2
8	http://www.google.com/search?q=511&ie=UTF-8&oe=UTF-8&client=safari	2
9	http://www.mtc.ca.gov/	2
10	http://backstagegateway.safeway.com/portal/site/backstageportal/menuitem.2e7619e16f2910e5c503c6c9931481ca/	2
11	http://www.google.com/search?hl=en&q=511.org&btnG=Search	1
12	http://www.google.com/search?client=safari&rls=en&q=511&ie=UTF-8&oe=UTF-8	1
13	http://www.google.com/search?hl=en&q=SF MUNI&aq=f&oq=	1
14	http://www.sparetheair.org/	1
15	http://www.google.com/search?hl=en&client=safari&rls=en-us&q=511&btnG=Search	1
16	http://www.google.com/search?hl=en&q=511&aq=f&oq=51	1
17	http://www.google.com/search?hl=en&client=firefox-a&channel=s&rls=org.mozilla:en-US:official&hs=KXF&q=511&btnG=Search	1
18	http://www.sfkids.org/Subcategory.aspx?cat=50&subcat=412	1
19	http://www.google.com/search?rlz=1C1GGLS_enUS291&sourceid=chrome&ie=UTF-8&q=511	1
20	http://www.google.com/search?source=ig&hl=en&rlz=&q=511.org	1
21	http://www.ksro.com/pages/327375.php	1
22	http://www.google.com/search?rlz=1C1GGLS_enUS294&sourceid=chrome&ie=UTF-8&q=511	1
23	http://www.google.com/search?hl=en&q=accident clear the way&btnG=Search	1
24	http://www.google.com/search?q=511.org&ie=UTF-8&oe=UTF-8&client=safari	1

25	http://www.google.com/search?q=www.511.org&ie=UTF-8&oe=UTF-8&client=safari	1
26	http://search.msn.com/results.aspx?q=511.org&FORM=MSNH11	1
27	http://nintendo.com/docs/traffic/traffic_links.htm	1
28	http://search.msn.com/results.aspx?q=California Clear the Way&FORM=MSNH11	1
29	http://search.yahoo.com/search?webSrcInput=511.org&searchbutton=WEB SEARCH&ei=UTF-8&fr=ush-mailc&p=511.org	1
30	http://search.yahoo.com/search;_ylt=Aug_rOWh3HxavjX7Uj3aD0OmN3wV?p=511.org bay area&fr=att-portal-s&toggle=1&cop=&ei=UTF-8	1
31	http://511portalstaging.lan.511.org/	1
32	http://511.org/links/default.asp	1
33	http://bicycling.511.org/	1
34	http://insidecpmc.org/	1
35	http://caltrans511.dot.ca.gov/	1
36	http://www.calacademy.org/visit/getting_here/	1
37	http://www.bayareafastrak.org/static/info/index.shtml	1
38	http://www.chp.ca.gov/chp_links/index.html	1
39	http://www.google.com/search?client=opera&rls=en&q=511&sourceid=opera&ie=utf-8&oe=utf-8	1
40	http://www.google.co.ve/search?hl=es&q=511&btnG=Buscar con Google&meta=	1
41	http://traffic.511.org/traffic_map_frameTop.asp	1
42	http://traffic.511.org/default.asp?refresh=5	1
43	http://transit.511.org/accessible/	1
44	http://www.askpeter.info/gosearch.php?pt1=1&pt3=1&pt4=0&pt6=0&pt7=all&pt8=0&pt9=0&q=	1
45	http://www.ahl-missionbay.com/destination-guide.cfm	1
	Total	418

The California Highway Patrol (CHP), California Department of Transportation (CALTRANS) &
The Metropolitan Transportation Commission Service Authority for Freeways and Expressways (MTC SAFE)

"CLEAR THE WAY" SURVEY



Dear Motorist:

- The CHP, Caltrans and MTC are conducting a survey to assess public awareness of the "Clear the Way" law.
- The "Clear the Way" law allows motorists involved in traffic collisions which result in minor property damage to move their vehicles, when safe, out of the lane of traffic over to the shoulder or off the highway without such actions affecting the issue of fault.
- Your response to this survey will be used to evaluate the need for "Clear the Way" signs (illustrated at left) to inform the public of this law.
- Please return this survey in the mail with the prepaid postage on the back. Thank you!

RIGHT ☐ ☐ ☐ WRONG ☐ ☒ ☒

Please select all responses that apply:

1. Have you ever been involved in a traffic collision? ☐ Yes ☐ No (If NO, skip to #5)

2. Indicate the date and time the traffic collision occurred: _____

3. In which lane did the traffic collision occur?



4. Did you move your vehicle over to the shoulder prior to the arrival of the Freeway Service Patrol tow operator or CHP officer?

☐ Yes

☐ No

4a. **If YES**, why did you move your vehicle out of the lane of traffic prior to the arrival of the FSP or CHP? (Mark all that apply)

☐ Safety reasons

☐ Did not want to block traffic

☐ "Clear the Way" signs

☐ Other _____

4b. **If NO**, what prevented you from moving your vehicle out of the lane of traffic? (Mark all that apply)

☐ Safety reasons

☐ Vehicle damaged and unable to drive

☐ Thought it was necessary to wait for CHP to arrive on scene in order to determine fault

☐ Other _____

5. Prior to this survey, have you heard about the "Clear the Way" law? This law allows motorists involved in minor property damage accidents to safely move their vehicles out of the lane of traffic, without affecting the question of fault.

☐ Yes

☐ No

5a. **If YES**, how did you learn about the law?

☐ Peace Officer

☐ "Clear the Way" signs

☐ Driver's Education Course

☐ Other _____

5b. **If NO**, had you known about the "Clear the Way" law and were involved in a minor collision, would you have moved your vehicle out of the lane of traffic, prior to the arrival of the FSP tow truck or CHP?

☐ Yes

☐ No

To complete this survey online please visit www.fsp-bayarea.org
Prizes will be awarded to randomly selected motorists who complete the online survey.

The "Clear the Way" survey is a joint effort of the California Highway Patrol, California Department of Transportation and the Metropolitan Transportation Commission Service Authority for Freeways and Expressways.

Involved in a FENDER BENDER?

HELP PREVENT CONGESTION

You must move your vehicle out of traffic if:

- No one was injured
- Vehicle can be SAFELY driven to the side of road (or off the freeway).

BUT wait for an officer before moving your vehicle if:

- There are injuries or fatalities

Safely driving your vehicle to the side of the road after a minor collision will not change who is at fault:

- You'll reduce the risk of being hit by another vehicle
- You'll help prevent other collisions
- You'll help keep traffic moving.

It's the law:

...any vehicle involved in an accident resulting only in damage to any property ... shall immediately stop ... at the nearest location that will not impede traffic... CVC20002(a)

Always call 911 to report the location of your crash, and tell the police if you are going to safely drive out of the way of traffic

YOU CAN PREVENT COLLISIONS

- Follow at a safe distance
- Drive at a safe speed
- Change lanes properly
- Be awake, alert, and sober
- Always wear your seat belt



ACCIDENTE LEVE?

¿Ha estado involucrado en un

Ayude a Evitar la Congestión de Tránsito

Usted debe quitar su vehículo de la vía de circulación si:

- No hubo lesionados
- El vehículo puede conducirse de forma SEGURA hasta el costado del camino (o fuera de la autopista).

PERO espere hasta que llegue un oficial antes de mover su vehículo si:

- Hay lesiones o fatalidades

Si usted conduce su vehículo de forma segura hacia el costado del camino después de una colisión menor no significará que hacerlo cambiará la determinación de quién tuvo la culpa:

- Usted reducirá el riesgo de que otro vehículo lo atropelle
- Usted evitará otras colisiones
- Usted ayudará a mantener el tránsito en circulación

Es la ley:

...todo vehículo involucrado en un accidente que resulte solamente en daños a bienes... deberá detenerse de inmediato... en el lugar más cercano que no entorpezca el tránsito... CVC20002(a)

Llame al 911 para reportar la ubicación de su choque y dígame a la policía si va a conducir de forma segura para quitarse de la vía de circulación de tránsito.

USTED PUEDE EVITAR COLISIONES

- Conduzca a una distancia segura
- Conduzca a una velocidad prudente
- Cambie de carril de forma adecuada
- Permanezca despierto, alerta y sobrio
- Abróchese siempre su cinturón de seguridad

